

Provider:

Indiana Online

Course Code:

4562

Content Area:

CTE: Business, Marketing, Information Technology, Entrepreneurship

Course Delivery:

Online

Enrollment Type:

Continuous

Enrollment Deadline:

None

Course Description:

Upon completion of the course, students will:

- Discuss the history of entrepreneurship and startups in the U.S.
- Define entrepreneurship and describe an entrepreneurial mindset.
- Evaluate the benefits of entrepreneurship and startups as a career path, as well as common mistakes and misconceptions.
- Describe what a minimum viable product (MVP) is and provide examples.
- Define product/market fit and evaluate different ways for evaluating product/market fit of a business idea.
- Differentiate between products, services, and platforms.
- Define key business model terms such as B2B, B2C, and others.
- Define differentiation and discuss the importance of differentiating yourself as a startup.
- Describe tools and methods used to analyze competitors and competing products/solutions.
- Describe innovation and provide examples of innovative ideas and products.

Credit:

1

Credit Type:

High School

NCAA Approved:

Yes

NCAA Code:

851108

Contact:

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Cost:

\$275.00

Indiana Course Title:

Startups and Innovation- Principles of Business Management